

Message Text

UNCLASSIFIED

PAGE 01 BUCAR 00262 221336Z

51

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 AGR-10

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R 220856Z JAN 75

FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC 1480

INFO AMEMBASSY MOSCOW

AMEMBASSY SOFIA

UNCLAS BUCHAREST 0262

E.O. 11652: N/A

TAGS: BEXP, RO

SUBJ: PLOVDIV TRADE FAIR 1975

REF: STATE 001190

1. WE FEEL PLOVDIV FAIR WILL BE MORE EFFECTIVE SHOWCASE TO ATTRACT ROMANIAN BUYERS THAN MOSCOW SHOW. ROMANIA CUSTOMARILY SENDS LARGE DELEGATION OF EXHIBITORS AND BUYERS TO PLOVDIV AND WILL DO SO AGAIN THIS SEPTEMBER. DISTANCE AND COST FACTORS MAKE LARGER ATTENDANCE MORE LIKELY AT PLOVDIV THAN MOSCOW. ALSO, OCTOBER 15-24 MOSCOW SHOW PARTLY OVERLAPS WITH TEHNOEXPO '75, TO BE HELD OCTOBER 12-21 IN BUCHAREST. TEHNOEXPO IS INTERNATIONAL EXHIBIT COVERING WIDE RANGE OF MACHINERY, EQUIPMENT AND ACCESSORIES (INCLUDING FOOD PROCESSING AND PACKAGING) WHICH WILL KEEP KEY ROMANIANS IN BUCHAREST DURING MOSCOW SHOW.

2. "FOOD PROCESSING" IS HIGHLY APPROPRIATE THEME TO ATTRACT ROMANIAN BUYERS. POTENTIAL EXHIBITORS WHOULD BE ALERTED TO ROMANIAN INTEREST IN JOINT VENTURES AND OTHER COOPERATIVE ARRANGEMENTS IN ADDITION TO SIMPLE PURCHASES.

BARNES

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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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